



Commercial
Communications
Council



**2019 EFFIE AWARDS IN ASSOCIATION WITH TVNZ
METAL WINNERS**

Congratulations!

ADVERTISER	AGENCY	ENTRY TITLE	METAL
Charity/Not for Profit			
Lifeline	DDB Group	The 72 Club	Finalist
Testicular Cancer NZ	FCB	A Conversation Starter for Cancer	Bronze
The Movember Foundation	BC&F Dentsu	Men, You're Not Talking, So Try Ticking	Silver
Pet Refuge NZ	DDB Group	Rescue a Pet, Rescue a Family	Gold
Social Marketing/Public Service - Sponsored by ICG			
Tourism New Zealand	Contagion	A Crappy Challenge	Finalist
Auckland Transport	99	Changing the Way Auckland Moves	Finalist
RNZ	Together and Big Communications	Driving Drivel-Free	Finalist
NZ Transport Agency	Clemenger BBDO	Belted Survivors	Bronze
New Zealand Police	Stanley St Limited	The Deciding Question	Bronze
Office for Seniors - Ministry for Social Development	FCB	The Undercover Crossword	Bronze
Ministry of Education	FCB	Oat the Goat Oti te Namekoti	Silver
Health Promotion Agency	FCB	Pre-Testie Bestie	Silver
WorkSafe	VMLY&R	Be a Safe Guy	Gold
Retail/Eat			
Uber Eats	Special Group	How Uber Eats Ambushed a Shark With A Fish	Finalist
McDonald's New Zealand	DDB Group	Taste of America	Finalist
The Warehouse Group	DDB Group	Follow the Red Rabbit	Finalist
McDonald's New Zealand	DDB Group	Happy 50th Big Mac	Bronze
The Warehouse Group	DDB Group	Big Toy Month	Bronze
Business to Business (B2B)			
New Zealand Olympic Committee	Saatchi & Saatchi	Earn The Fern	Bronze
Fast Moving Consumer Goods (FMCG)			
Coca Cola Amatil	DDB Group	L&P Taste of Refreshingly Different	Finalist
DB Breweries - Heineken New Zealand	Saatchi & Saatchi	New Zealand's new favourite drop, an alcohol-free beer	Finalist
Tuatara Brewing	Clemenger BBDO	Tuatara's Newfound Focus	Finalist
Asahi Beverages	OMD, FUSE and TBWA	Carlsberg - Probably The Best Time	Bronze
Lion	DDB Group	Speight's The Dance	Silver
Consumer Durables			
European Motor Distributors: Audi NZ	FCB	Melting Offer	Bronze
Toyota New Zealand	Saatchi & Saatchi	Drive Happy Project	Bronze
Consumer Services - Sponsored by The Radio Bureau			
Spark	Colenso BBDO	Generation Voice	Finalist
Spark	Colenso BBDO	Kupu: Take a Photo, Learn a Language	Finalist
Lotto NZ	DDB Group	Welcome Home for Christmas	Finalist
Tourism Fiji NZ	Saatchi & Saatchi	Sharing The Spirit of Fiji	Finalist
TSB	Special Group	TSB - The Bank That Backs New Zealand	Finalist
Westpac Bank New Zealand	DDB Group/TRACK	Westpac: Pay the Easy Way	Finalist
Bank of New Zealand	Colenso BBDO	Convert It	Bronze
AA Insurance	DDB Group	Live a Little Freer	Silver
Skinny	Colenso BBDO	Famous Names	Gold
New Product or Service			
Bank of New Zealand	Colenso BBDO	Convert It	Finalist
Westpac Bank New Zealand	DDB Group/TRACK	Westpac: Pay the Easy Way	Finalist
Toyota New Zealand	Saatchi & Saatchi	Drive Happy Project	Bronze
Spark	Colenso BBDO	Kupu: Take a Photo, Learn a Language	Bronze
DB Breweries - Heineken New Zealand	Saatchi & Saatchi	New Zealand's new favourite drop, an alcohol-free beer	Bronze
DB Breweries	Colenso BBDO	I'm Drinking it For You	Gold
Limited Budget: less than \$100,000			
The Movember Foundation	BC&F Dentsu	Men, You're Not Talking, So Try Ticking	Finalist
Pet Refuge NZ	DDB Group	Rescue a Pet, Rescue a Family	Finalist
Office for Seniors - Ministry for Social Development	FCB	The Undercover Crossword	Finalist
Testicular Cancer NZ	FCB	A Conversation Starter for Cancer	Silver
Most Effective Integrated Campaign - Sponsored by NZME			
European Motor Distributors: Audi NZ	FCB	Melting Offer	Finalist
Lifeline	DDB Group	The 72 Club	Finalist
The Warehouse Group	DDB Group	Follow the Red Rabbit	Finalist
Skinny	Colenso BBDO	Famous Names	Bronze
Tourism New Zealand	Contagion	A Crappy Challenge	Silver
NZ Transport Agency	Clemenger BBDO	Belted Survivors	Silver
New Zealand Police	Stanley St Limited	I'm Drinking it For You	Gold
Most Effective Social Campaign			
Kiwibank	Fuse	I AM HOPE	Finalist
Health Promotion Agency	FCB	Pre-Testie Bestie	Silver
Most Effective Use of Digital Technology			
Bank of New Zealand	Colenso BBDO	Closed For Good	Finalist
Ind	Colenso BBDO	Insurance for Too Busy Lives	Finalist
Mercury	FCB	Switch Stop	Finalist
ANZ Bank New Zealand	Satellite	Bar For Your Cap	Bronze
Ministry of Education	FCB	Oat the Goat Oti te Namekoti	Silver
Best Use of Data - Sponsored by Nielsen			
IAG	Colenso BBDO	Insurance for Too Busy Lives	Finalist
Ministry for Primary Industries	FCB	Protecting our Precious Taonga	Finalist
Mercury	FCB	Switch Stop	Silver
Asahi Beverages	OMD, FUSE and TBWA	Carlsberg - Probably The Best Time	Gold
Most Effective PR/Experiential Campaign - Sponsored by Facebook			
KiwiRail	DDB Group	Kiwirail Discover a new New Zealand	Finalist
Spark	Colenso BBDO	Kupu: Take a Photo, Learn a Language	Finalist
European Motor Distributors: Audi NZ	FCB	Melting Offer	Bronze
Uber Eats	Special Group	How Uber Eats Ambushed a Shark With A Fish	Bronze
New Zealand Police	Stanley St Limited	The Deciding Question	Bronze
Testicular Cancer NZ	FCB	A Conversation Starter for Cancer	Gold
Best Strategic Thinking - Sponsored by Ooh! Media			
AA Insurance	DDB Group	Live a Little Freer	Finalist
NZ Transport Agency	Clemenger BBDO	Belted Survivors	Finalist
Asahi Beverages	OMD, FUSE and TBWA	Carlsberg - Probably The Best Time	Finalist
McDonald's New Zealand	DDB Group	Happy 50th Big Mac	Finalist
Warehouse Stationery	DDB Group	Warehouse Stationery Gifts for Nan	Finalist
Skinny	Colenso BBDO	Famous Names	Bronze
DB Breweries	Colenso BBDO	I'm Drinking it For You	Bronze
Spark	Colenso BBDO	Kupu: Take a Photo, Learn a Language	Bronze
Health Promotion Agency	FCB	Pre-Testie Bestie	Bronze
New Zealand Police	Stanley St Limited	The Deciding Question	Bronze
Ministry of Education	FCB	Oat the Goat Oti te Namekoti	Silver
Lion	DDB Group	Speight's The Dance	Silver
Most Progressive Campaign			
Uber Eats	Special Group	How Uber Eats Ambushed a Shark With A Fish	Finalist
The Movember Foundation	BC&F Dentsu	Men, You're Not Talking, So Try Ticking	Finalist
Lifeline	DDB Group	The 72 Club	Bronze
DB Breweries	Colenso BBDO	I'm Drinking it For You	Silver
Short Term Success			
Kiwibank	Fuse	I AM HOPE	Finalist
Spark	Colenso BBDO	Kupu: Take a Photo, Learn a Language	Finalist
Lifeline	DDB Group	The 72 Club	Finalist
McDonald's New Zealand	DDB Group	Taste of America	Finalist
DB Breweries	Colenso BBDO	I'm Drinking it For You	Bronze
Lotto NZ	DDB Group	Welcome Home for Christmas	Bronze
Pet Refuge NZ	DDB Group	Rescue a Pet, Rescue a Family	Silver
The Warehouse Group	DDB Group	Big Toy Month	Silver
Kiwirail	DDB Group	Kiwirail Discover a new New Zealand	Gold
Sustained Success - Sponsored by Bauer Media Group			
Heart of The City	Colenso BBDO	Lovebites	Finalist
The National Heart Foundation of New Zealand	BC&F Dentsu	The Second Act	Finalist
Lion	Special Group	Smirnoff: From Russia, now with love	Bronze
Fire and Emergency New Zealand	FCB	Igniting Lasting Action	Silver
Mercury	FCB	Energy Made Wonderful	Gold
Foodstuffs NZ	FCB	New Zealand's Most Consistent Brand	Gold
Hardest Challenge			
NZ Transport Agency & Clemenger BBDO - Belted Survivors			
Most Effective Client of the Year - Sponsored by Google			
DB Breweries			
Most Effective Agency of the Year - Sponsored by NZME			
FCB			
Most Effective Marketer of the Year - Sponsored by TVNZ			
Sean O'Donnell, Marketing Director, DB Breweries			
GRAND EFFIE - Sponsored by TVNZ			
Foodstuffs NZ & FCB - New Zealand's Most Consistent Brand			